

PENNY CARS IF MATERIAL LASTS

Production Now Up to Material; Good Demand For New Autos.

"On a 75 percent operating basis, it seems that we should have all the cars we need from the factories," stated O. C. Youngblood Saturday. "Of course it is now a question of material. We are in a position to supply our customers with Dorns and Oaklands. Without doubt cars will be even more plentiful within a short time."

"To accommodate our customers and to stimulate business in the line we have adopted a very liberal plan of accepting used cars at a good figure where owners want a new car. Indications are that many owners will avail themselves of terms of this kind as many young men who had contemplated selling their cars when called to arms, will now want new cars."

SPIRIT DOES THE WORK.

"Frankly, I can't see any big change in business, but there is such a mammoth change in the way people feel that there will be no keeping it from blooming out in additional business," says Ray Harrell, of the Harrell Auto company. "The spirit does the work, I said 'spirit', not 'spirits'."

SEE THE LIGHT—THEN BUSINESS BLOSSOMS ON

"Let a little sunshine in, and away goes business," says Don Finley, manager of the El Paso American Auto Supply Company. "Some say that it is too soon to feel effects of peace, yet what am I to think when I get heavier shipments of tires from over practically all my territory than for six months within a few days after the peace? No doubt whatever that peace did it. People have seen the light. Soon as they do that they are off—business is on. It will come faster than we have expected."

Goodyear and Goodrich Tires

Phone 820 For Service Car

American Auto Supply Company

Largest and Best Equipped Vulcanizing Plant in the Southwest.

All Work Guaranteed.

RETRADING OUR SPECIALTY

BARGAINS

We have some special bargains in 32x3 1/2 Goodyear Tires. Come and see for yourself.

Also let us show you our Retreading and Repair Methods.

American Auto Supply Co.

312 TEXAS ST. PHONE 859.

Don't Ruin The Foundation of a Tire

Repair tires soon as an injury is done or flaw detected. That saves the fabric on which many successful repairs may be made.

We Repair, Retread, Vulcanize Tires

Our Skilled Workmen Assure Satisfaction. Reasonable prices. WE PAY HIGHEST PRICES FOR USED TIRES.

Universal Tire Co.

Phone 3181 MRS. M. LE GROS JOHNSON, Mgr. 402 Myrtle Ave.

THE WAR IS ENDED BUT TIRES ROLL ON

Until they need retreading. Repairing and retreading is our special business for which we are specially equipped.

EXPERT WORKMANSHIP, PROMPT SERVICE, LOW PRICES are our inducements to car owners.

El Paso Vulcanizing Works

117 N. Kansas St. Phone 3240 DON FINLEY, Mgr.

Special Bargains in Trucks

1 International one-ton Truck.
1 Willys Truck.
1 Buick Truck.
All in first class condition.
One Grand Six Touring Car at give away price.
We buy all kinds of used cars. We have all kinds of parts for sale.

Star Auto Wrecking Co.

400 West Overland. Phone 3498.

ILL SELECTION OF TIRES COSTS

Big Savings May Be Made by Using the Right Type of Solid Tire.

"A truck tire is a truck tire according to some people's ways of reasoning, and for having the selection of proper tires for trucks no better in hand, some firms lose immense amounts in the time of a year."

This is the statement of Walter E. Pofahl, proprietor of the Mission Garage, Goodyear Truck Tire Service station for El Paso. Mr. Pofahl goes on to explain how a substantial saving may often be made on selection of truck tires.

There are various advantages to different kinds of tires. Right now I think I am one of the luckiest men in El Paso as regards the truck tire industry. Handling the Goodyear tires I have every kind needed by different trucks and different services. All a truck dealer has to do is to run up here and we explain to him whether it means more to use S-V solid, cushion or pneumatic cord tires. He will understand the advantage quickly enough.

Our 500-ton press does the work on solids. Our after service is complete. We invite truck owners to let us stop the leak. Personally I sure feel fortunate at the coming of what will certainly be within a few months the busiest El Paso has ever seen. It is thus fortified in the truck tire line."

Motorists Getting Cards

Should Make Use Of Them, Says Manager

"Some of our patrons who have been given record cards entitling them to free battery inspection and water washes, are neglecting to use the cards," stated Mr. Haines just prior to leaving on a business trip. "There is no cost in using the plan is one of economy and by all means these in possession of our cards should avail themselves of the opportunity which we are glad to offer."

Buying Liberty Bonds Lesson In Thrift To Patriots, Says Prominent Automobile Dealer

"An interesting sidelight on the much discussed effect of Liberty loans on business is brought out by interviews with bankers and other financial men," recently said R. O. Bottorf, manager of the West Texas Motor company.

"Apparently people who buy Liberty bonds, especially on time payments, learn how easy it is to put a little each week and stretch a point to add to their bank deposits as well."

"People are spending up," added Mr. Bottorf. "They are working more, earning more and saving more. And it is universally agreed that the motor car is doing a large share in making this possible, by saving time."

LAWRENCE APPOINTED ADJUSTER OVER IMMENSE TIRE TERRITORY

C. H. LAWRENCE, JR., has been notified of his appointment as official adjuster of any and all tire troubles for the Marathon Tire & Rubber company, of Ohio. Each Marathon tire carries a guarantee of satisfactory service under normal conditions. Mr. Lawrence will adjust all claims, right here at El Paso without the usual delay, also any claims in Texas, New Mexico, Arizona and old Mexico. Those acquainted with Mr. Lawrence's just and equitable methods of dealing know no better man could have been chosen for the position.

Byars Tells Story Of The Old Red Rooster

"Paint helps. Old autos painted are more serviceable. When it is new paint on a new body, the effect is even better, of course," stated J. C. Byars, manager of Byars & Co. Saturday morning. And then Mr. Byars told a story to prove the virtue of paint. "We had a frazzled old dromedary rooster when I was a boy. All the roosters about the backyard whipped him. For a joke some of the kids and the old scamp painted the rooster with the same paint used on the cars. The paint looked like the rooster. The kids looked at him. The same is true of shining Kelsey 'Streamline' body put on a frazzled Ford. If you don't believe it, I will prove it."

Manager Lazenby Takes Trip In Boss Territory; J. H. Tooley In Charge

Fred H. Lazenby has left for a two-week trip in west Texas, New Mexico and Arizona. He will visit agencies of the Boss Rubber company, one of the principal objects of his trip being to further push solid tires. The Boss now having one of the largest and most complete stocks in this line and in the southwest. During Mr. Lazenby's absence, Joseph H. Tooley, secretary of the company, is in charge. Mr. Tooley, who recently graduated at Boston, where he took mechanical engineering. It is probable that he will make his present business his permanent following.

Lauson Tractor Doing More Than Expected, Reports President Perry

E. Gordon Perry, president of the Lone Star Motor company, who is now on an extended trip through western Texas establishing agencies for the Lauson tractor, reports that he is having great success in securing the excellent results in demonstrations. "The Lauson is proving even better than I expected," writes Mr. Perry, "and I thought I was thoroughly acquainted with its useful traits and sterling qualities of the tractor constantly arise in demonstrations."

American Auto Supply Company Prepares For Increasing Business

Due to increasing business and anticipated still greater activity in the automobile supply lines, the American Auto Supply company is installing an additional Dri-Kure retreading outfit and preparing to enlarge their plant. "We have also increased our stock of standard tires and all kinds of supplies," states manager H. W. Baader, "for without doubt we are on the way to the best business that El Paso has ever seen. It will take several months to reach that stage. But it will come. When it does, we are ready."

The More You See Of The World, The Better Paso Del Norte Looks

"El Paso looks good to us. We tried the business in Oklahoma, concluded that El Paso has them beat, turned right around and came right back again to the old stand. Right here we remain to do business. This is the expression of Mr. and Mrs. N. B. Diehlman, Mr. Diehlman is manager of the City Tire exchange, which he opened a week ago. "We are retreading and getting ready for the big trade to come. Already many of our old customers have called. We are ready to care for them again."

ADDITIONAL USED TIRES ON MARKET

"I suppose we are apt now to credit all good business to peace and undoubtedly a large part of this week's acknowledged increase is due to changed war conditions," states Mrs. L. A. Gros Johnson, manager of the Universal Tire company. "It may be that lifting the quarantine also has had an effect."

ADVERTISING TIPS

When a stud has become frozen in place, remove it by crawling on two nuts and turning the lower one with a wrench. The upper nut acts as a lock and permits the lower one to pull the stud around.

Herald Auto Ads Do the Work—Do It Quick

One week ago C. H. Lawrence inserted an auto ad in The Herald. Note results: Nov. 12, 1918. Mr. C. H. Lawrence, El Paso, Texas.

Dear sir—I noticed your ad about Maxwells in The Herald and thought I would write for your terms to agents. So if you have no agent here send me some of your literature, and if you have an agent here tell me who he is. Yours truly, A. D. Page, 720 E. Houston, San Antonio, Tex.

AD NOTICED THE MAKE

Ad Buquer, writing from "some-where in France," says that recently 15 interplular tractors for use in moving heavy guns arrived in his neighborhood. "I took a look at the make," writes Ad, "and felt acquainted at once—they were Maxwells." Buquer sold Maxwell autos and trucks with the Buquer Motor company before enlisting.

"We Have The Business And It Can't Get Away

Possibly there has been no time in the history of El Paso when so many citizens have been looking to the future of El Paso as during the last week. City pride has been manifest everywhere, not least among the auto dealers. El Paso has the business and it can't be taken away," is the belief of J. W. Ambrose, manager of the Borderland Vulcanizing Works. "The reason for this is that as a city we take care of what ever is entrusted to us. It is good business principle. We follow that principle in our vulcanizing. We are fully equipped and do not have to depend on other workmen. El Paso as a city is capable of caring for the coming prosperity. The adverse guard of returning business is entering the city."

MOTOR TRUCKS VS. WAGON HAULING

Carefully Compiled Statistics Show Motors Are Much Cheaper.

J. W. Kirkpatrick, of the Tri-State Motor company, in gathering statistics comparing the efficiency of wagons and trucks, has secured the following, which is reproduced by his permission:

Motor truck vs. wagon hauling: Motor truck hauls from farm to shipping point in 113 averaged 11.3 miles, while wagon hauls averaged nine miles; and a motor truck made 2.8 round trips per day over its longer route of 11.3 miles, while a wagon made only 1.2 round trips per day over the nine-mile distance.

Reports made by correspondents of the bureau of crop estimates show that in 1918 the average cost for hauling in wagons from farm to shipping point was about 36 cents a ton a mile for wheat, 25 cents for corn, and 40 cents for cotton; for hauling in motor trucks or by tractors the average cost was 15 cents for wheat or corn and 27 cents per ton-mile in 1918 wagon costs were naturally higher, due to increase in prices and wages, but motor truck costs were lower in 1918 than wagon costs in 1906 because of the motor truck's greater efficiency.

- Motor Sparks -

THE sale of four cars since last Saturday is the record of the West Texas Motor company. Manager R. O. Bottorf is planning a trip to Mexico City in the near future, conditions in our sister republic seeming to warrant additional attention to the sale of Haynes and Mitchell cars there.

ABOUT 250 TEACHERS AT INSTITUTE AT MOREHEAD

About 250 teachers attended the institute which convened Saturday morning at Morehead school. The Saturday extension classes of the College of the City of El Paso, which are a part of the public school teachers' institute, were also in session. 24 students were also in session. The institute itself consisted mostly of departmental meetings.

G. H. CROSSING DELAYS AVERAGE 25 MINUTES A DAY

An average of 25 minutes a day is the record of delays caused by trains at the G. H. & S. A. crossing. A compilation made by one of the street car company's traffic men showed. The total delays from Nov. 3 to Nov. 12 inclusive, was 125 minutes. On one day, November 9, the time lost was 46 minutes, the report showed.

STUDENTS' ARMY CORPS AT LOCAL SCHOOL TO CONTINUE

Except for the elimination of such technical subjects as navigation and military map making, the students' army training corps will be continued through this session, a telegram from Dr. R. E. Vinson, president of Fort H. University of Texas, to Dean R. H. Correll, of the School of Mines here, announced Friday evening.

TAYLOR SAW THE HANDWRITING

W. K. N. Taylor, formerly salesman with the West Texas Motor company, writes the following from Fort Moore, where he is stationed in the U. S. army: "It looks very much as though I might soon say to you: 'Is there still room for me 'neath the old apple tree?' If there is I might come back to you." Best regards from W. K. N. Taylor.

NEW, CLEAN, FRESH STOCK

TIRES!

"SPECIAL LOTS"

STANDARD MAKES

World's Greatest Cut Rate Tire Concern

Beacon Guaranteed and "Goodyear" Special Lots

Griffith Good-Tubes Special

Goodyear Special Lot

While They Last

31x4

Goodyear

Special

Lot Tires

At \$21.70

Notice—Prices Subject To Change Without Notice. Goods Shipped C. O. D. Money Refunded On All Goods Returned Intact Within 3 Months. Buy War Savings Stamps.

AUTOMOBILE TIRE CO., Inc.

ED C. GRIFFITH, President. 201 W. SAN ANTONIO STREET. PHONE 1085. EL PASO, TEX.

1000 Boys and Girls Wanted at Once

If you want to earn some money between now and Xmas you should do like many other boys and girls have done. Come to 404 Myrtle Avenue and have us put your name on our pay roll. Good pay for all boys and girls of school age.

\$40.00 IN GOLD GIVEN AS BONUS

Call for particulars.

Good Opportunity for Boys and Girls to Earn the Amounts Pledged on Victory Cards.

Get BUSY NOW.

GATES

HALF SOLE

TIRE STATION

W. E. HUDSON, Mgr. 404 Myrtle Avenue. Phone 1439.

WANTED Distributors—Sales Representatives for This Territory

THE Pneumatic Problem has been solved at last by the discovery of a process of coating thin, flexible steel strips with a rubber compound and vulcanizing them between pairs of fabric. Ray Pneumatic-proof Interliners are easily inserted in any pneumatic tire between the air tube and the casing. The cost is small. They are interchangeable and will outwear three pneumatic tires. The interliners in the United States have proved our pneumatic-proof tires different states covering thousands of miles and costing thousands of dollars. Our plant now covers 40,000 square feet. We are classed as an essential industry. Sales contracts exceed \$2,000,000. Shipments began only 60 days ago. Exclusive territory contracts now being made. Give full particulars in first letter regarding your experience and ability in every way to handle the territory for which you apply.

RAY TIRE & RUBBER COMPANY

333 Hess Street, Chicago, Illinois.

That Red—Tyrin Tire

C.D. Freeman Co.

Bicycle and Automobile Accessories.

Has changed location from 401 Myrtle Avenue

—To—

418-420 Myrtle Ave.

Cor. Campbell. Ph. 314

THE DORT

Fits the Times

Conservation demands an efficient car and an economical one. Fulfilling these requirements the Dort adds classy appearance.

A Useful Car

At good investment price.

Trade us your used car on a Dort.

We make the terms.

We buy, sell and trade used cars.

We sell Oakland cars—International trucks.

Oakland Auto Sales Co.

W. San Antonio at Durango St. Phone 1142.